

# Co-cre@tive C@mbriage

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## Goal of Report

*"I believe change requires work by many people and  
that thousands of voices calling for change can  
make a huge impact in the world around us."*

- Councilor Leland Cheung

### **HOW CAN CAMBRIDGE:**

Increase **civic engagement** and develop  
**collaborative partnership** with community  
stakeholders

## Neighborhood Associations (NAs) & Community-Based Organizations (CBOs)

Meeting with Councillor Cheung

Meetings with City Departments

Evaluation of existing tools and processes for collaboration

Interview with NA's and CBO's

## Opportunities

*"Not every NA has the same relationship with the City."*

*"The 'digital divide' is very real here in our neighborhood."*

*"City Committee meetings are just not convenient... I often work late."*

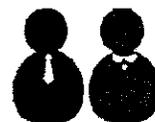
*"I don't see a lot of NAs working together."*

- Desire to collaborate/engage
- Interest in tech-based solutions
- Settlement Houses & CBOs
- History and Experience
- Increase levels of organization
- Improve access to information
- Build on current tools and platforms

# What is Co-Creation



Any tool or strategy that allows for the two-way flow of information between government and its citizens



## 1. Boston, MA



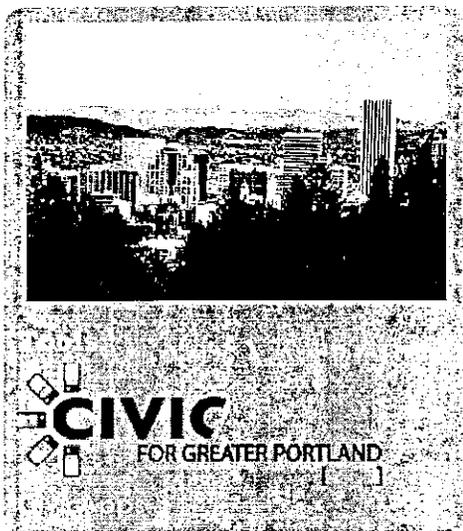
### Key components of strategy:

- Mayor's Office of New Urban Mechanics (MONUM)
- Improvement of service delivery on back-end
- Partnerships with MIT

### Successes:

- 12,000 downloads
- Used 50,000 times
- 20% of service requests come in via this method

## 2. Portland, OR



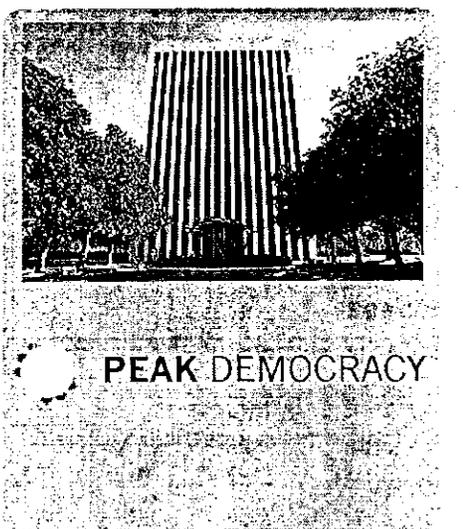
### Key components of strategy:

- CitySync challenge
- Partnerships with local businesses

### Successes:

- Implementation of Open Data
- Creation of new apps
- Development of partnerships

## 3. Palo Alto, CA



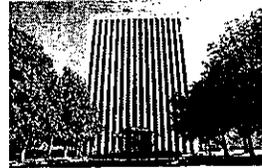
### Key components of strategy:

- Strong leadership
- Partnership with local businesses

### Successes:

- Successful implementation
- Positive response in business community

## Role of Neighborhood Associations



### Common Observations

- Government institutionalizes collaboration among neighborhoods
- NA does not play important role in government decision making
- NA lacks awareness about available information and resources

## Lessons Learned

**Cambridge  
State of Co-Creation**

**Case Studies**



### The Six Lessons Learned

- Be clear on the goals.
- Internal leadership is critical.
- Utilize local talent and resources.
- Foster coordination and cooperation.
- Develop and document clear plans.
- Monitor and celebrate success.

## Potential Ideas

- Opportunities for neighborhood-government partnerships
- Collaboration with local universities and businesses
- Government-To-You events
- An app that keeps YOUR needs in mind
- Neighborhood portal website
- Volunteer exchange
- Community data bulletin
- Constituent services webpage
- Collaborative workshops with community partners

## Co-cre@tive C@bridge

A word cloud containing the following terms: Resource, Collaboration, Neighborhood, Partnership, Technology, Cambridge, Communication, City-Community, Volunteers, Advocacy, Co-creation, and Interaction. The words are arranged in a cluster, with 'Collaboration' and 'Neighborhood' being the largest.